

THE REAL ROI OF SUPPLY CHAIN VISIBILITY SOLUTIONS

11th April 2019
Park 29, Oslo

SHIPPZO





ISSUES RESULTING FROM THE LACK OF SUPPLY CHAIN VISIBILITY



UNHAPPY CUSTOMERS



INEFFICIENT WAREHOUSE AND ON-SITE OPERATIONS



LOSS OF PRODUCTIVITY FOR TRANSPORTATION TEAMS



SLOW RESOLUTION OF LITIGATIONS AND PENALTIES



COSTLY STOCKOUTS OR PRODUCTION LINE HALTS



INABILITY TO MEASURE CARRIERS' PERFORMANCE



SUPPLY CHAIN VISIBILITY IS NO LONGER A “NICE TO HAVE”

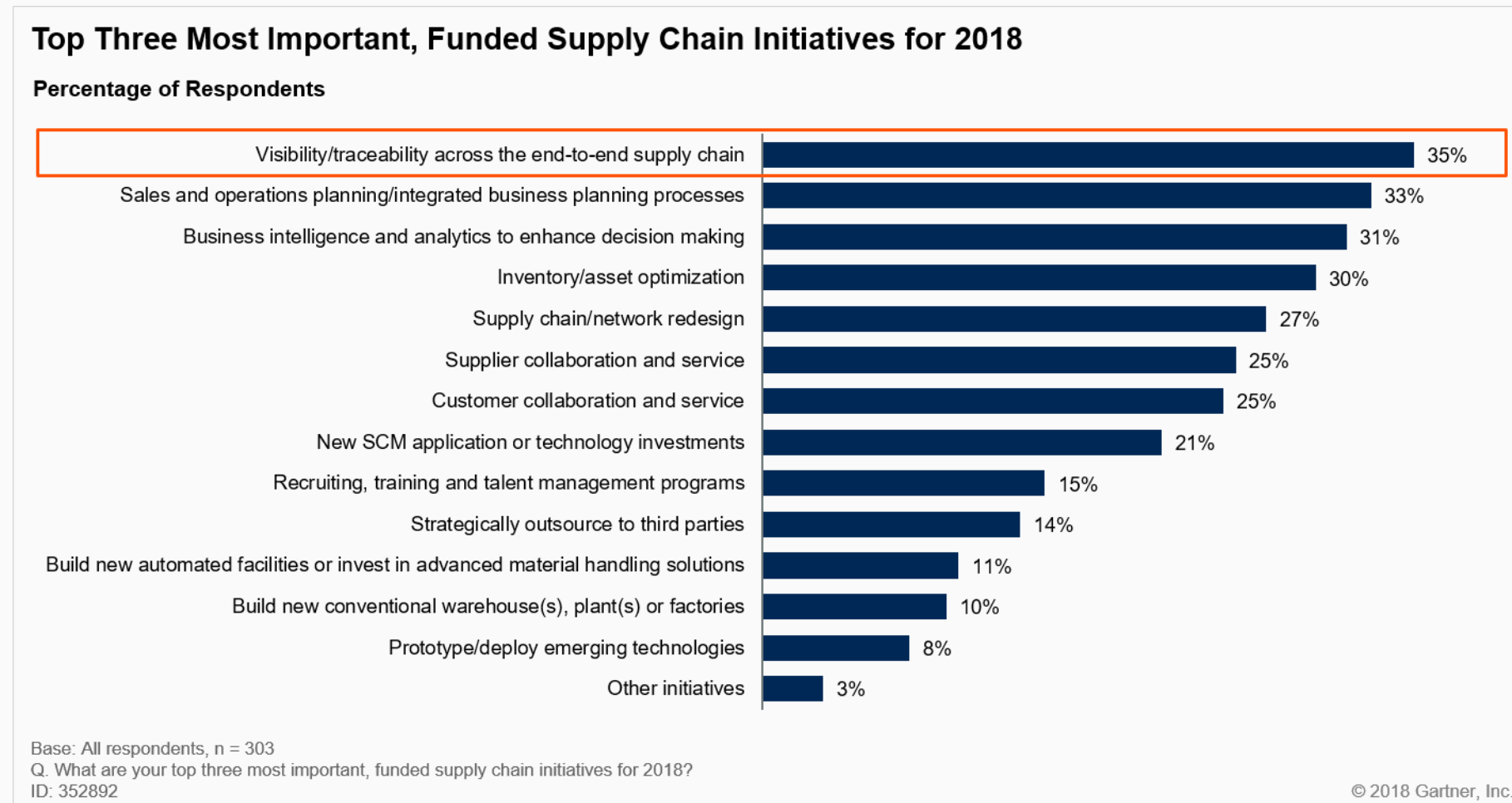
« Increasing supply chain visibility adoption is **no longer a « nice to have » for any organization,** no matter the size, geography or industry. »

« **A lack of visibility often creates** internal and external warehousing and transportation **inefficiencies,** and an **increase in transportation costs** (ie.- carrier waiting times, customer fines). »

Bart de Muynck
VP Research - Logistics & Supply Chain

Gartner

Figure 1. Top Three Most Important, Funded Supply Chain Initiatives for 2018





MOVE COMPANIES FROM A REACTIVE TO A PREDICTIVE SUPPLY CHAIN

REACTIVE

- EDI or **manual** entry **updates**
- Info available **hours or days after** delivery
- **Unreliable data**; difficulty to measure KPIs objectively



REAL-TIME

- Data collected in **real-time**
- Information **instantly available** to shipper and client
- Systems show **real-time status and location** of a load



PREDICTIVE

- **Predictive ETAs** for all loads
- Info available **before an event occurs**
- Systems inform **future status**; allows quick identification of problems





AGENDA

1. SHIPPEO : WHO WE ARE?
2. WHAT DE WE OFFER ?
3. CASE STUDIES
4. Q&A



SHIPPEO: THE LEADING SUPPLY CHAIN VISIBILITY PLATFORM IN EUROPE

KEY FACTS

- **70** full-time employees with inhouse data science team
- Privately owned and independent.
- Dedicated team **onboarding carriers** throughout Europe
- **3 million loads tracked** each year
- Very large network of **carriers** in 20+ countries
- Connected to **150+ systems** (telematics, TMS, etc.)
- Offices throughout Europe





GLOBAL COMPANIES TRUST US...







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WHAT DO WE OFFER ?

The screenshot displays the Shippeo web application interface. On the left, there is a sidebar with the following sections:

- Filtres**: Includes a search bar, a 'Reset' button, and a 'Save' button.
- Homepage**: Contains a star icon and the text 'Orders in progress'.
- Bookmarks**: A section with no visible items.
- Problems**: A section with a right-pointing arrow.
- Status**: Shows a count of '5' and a dropdown arrow. Below it are five filter items, all checked:
 - Towards loading site 0
 - At loading site 0
 - Cargo loaded 0
 - Towards delivery site 4
 - At delivery site 3
- Loading site**: A section with a right-pointing arrow.
- Delivery site**: A section with a right-pointing arrow.
- Loading date**: A section with a right-pointing arrow.

The main area is a map of Europe with several tracking markers:

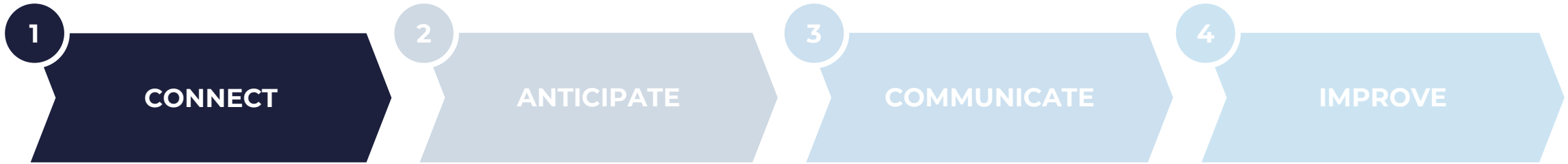
- A grey marker with a truck icon and the ID '887121314' is located near London.
- A blue marker with a truck icon and the ID 'GX-888-X' is located near Paris.
- A grey marker with a truck icon and the ID '887635241' is located near Nantes.
- A blue marker with a truck icon and the ID 'GX-999-X' is located near Amsterdam.
- A blue marker with a truck icon and the ID '889017263' is located near Antwerp.
- A red marker with a truck icon and the ID 'GX-777-X' is located near Bordeaux.

The map also shows geographical labels for countries like ENGLAND, WALES, Belgium, France, and Switzerland, as well as major cities like Manchester, Liverpool, London, Paris, and Amsterdam.

Shippeo gives shippers, carriers and end-customers **instant access to predictive and real-time visibility** of all their deliveries.



SHIPPEO'S APPROACH TO PREDICTIVE AND REAL-TIME VISIBILITY



Collect real-time **information** from all data sources



Quickly and accurately **identify exceptions**



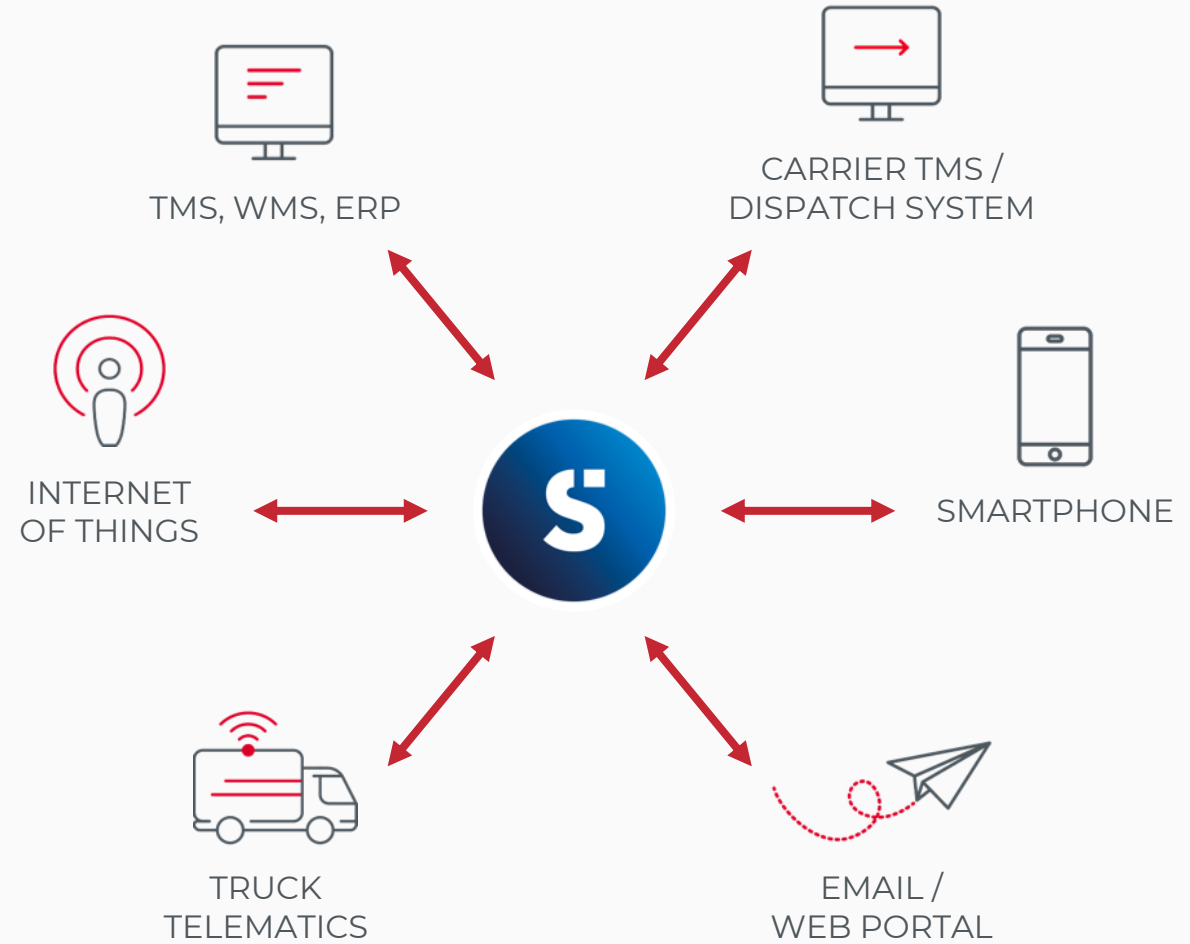
Proactively **communicate** with end-customers



Reliably measure and **improve your** delivery **performance**

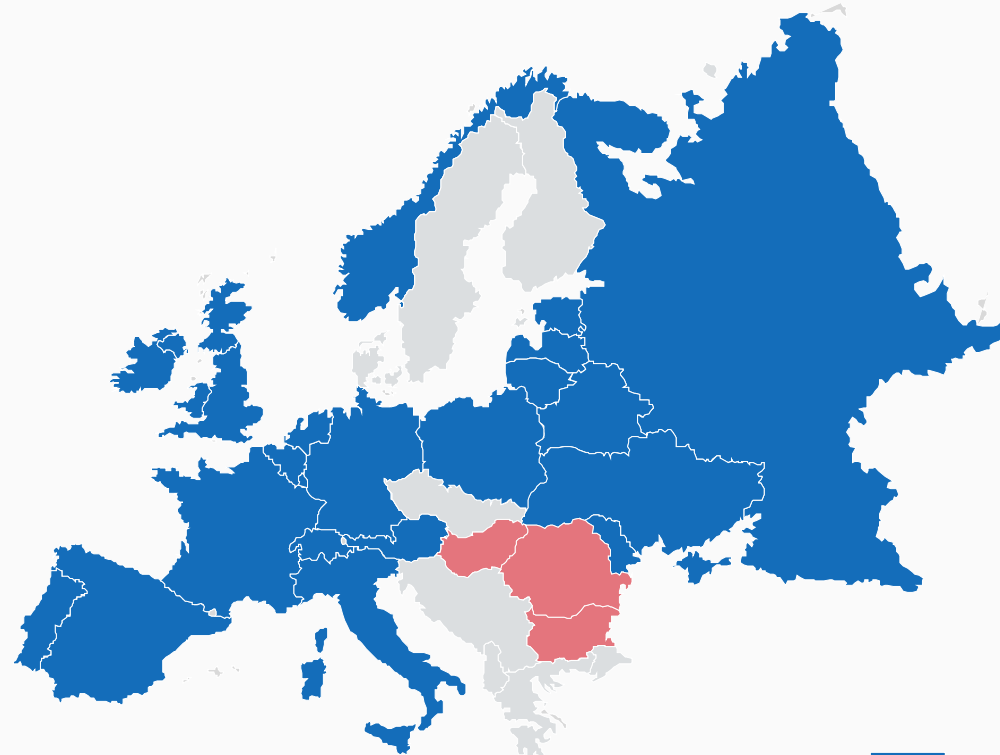





Shippeo collects real-time information **from all data sources**, and instantly surfaces them in the **platform of your choice**

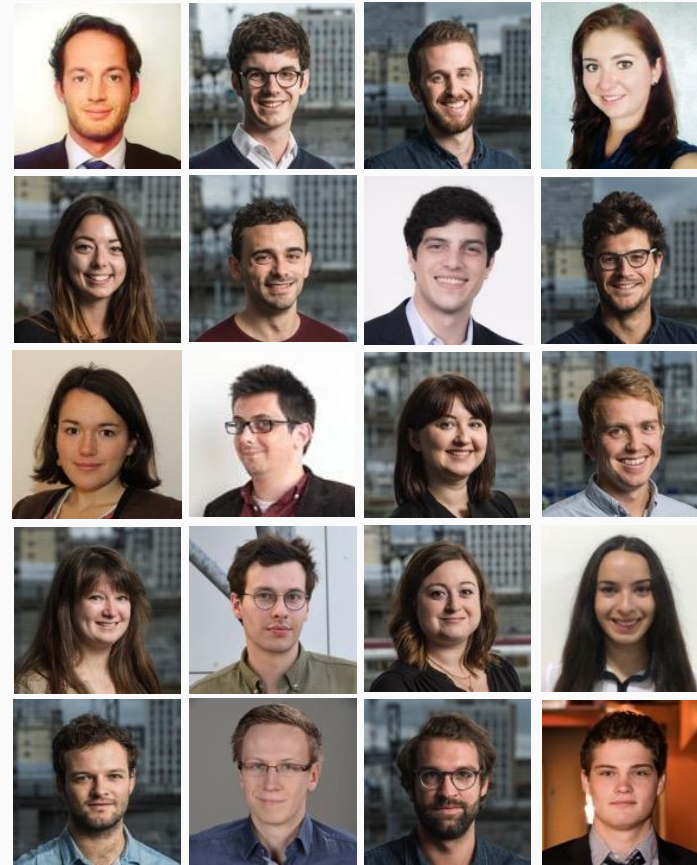




SHIPPEO HAS A DEDICATED ONBOARDING TEAM TO MANAGE ROLL OUT



- Onboarding and support in native language 
- Onboarding and support in English 
- Native language mobile app 



Support, spoken and written communication are provided for all Europe either in English or in **18 native languages** : Dutch, English, French, German, Italian, Norwegian, Polish, Portuguese, Russian, and Spanish.

FAST IMPLEMENTATION FOR A QUICK ROI

- Thanks to its extensive network of **technological partners** and **connected carriers accross Europe**, Shippeo is capable of rolling out your tracking project **rapidly** to **maximize ROI**.

THE LARGEST NETWORK OF CARRIERS IN 20+ EUROPEAN COUNTRIES

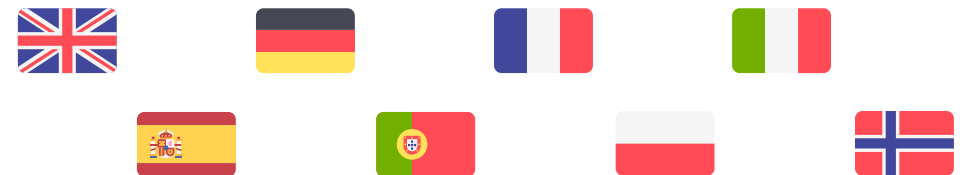


150+ TELEMATICS AND TMS CONNECTIONS



DEDICATED TEAM ONBOARDING CARRIERS

- Onboarding is done in all European languages





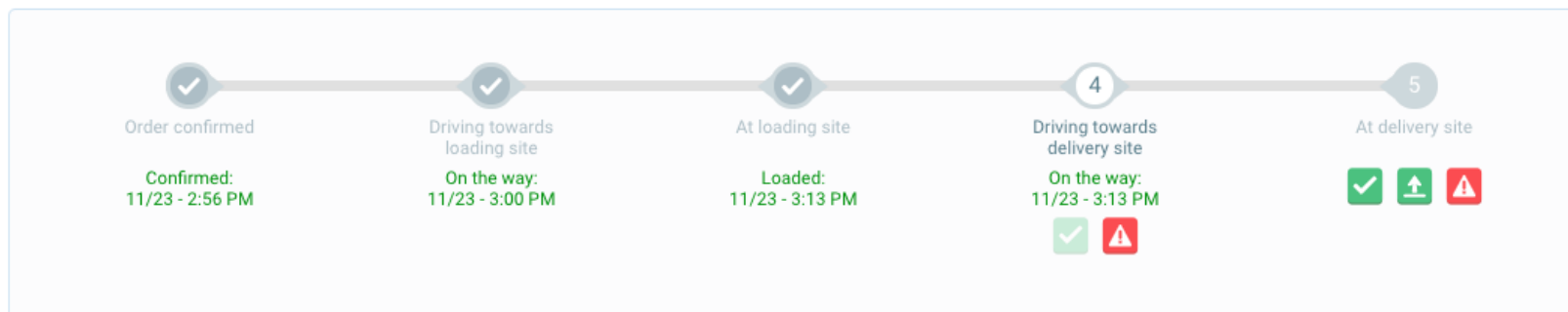
AUTOMATIC TRACKING AND LOGGING

All times are precisely recorded by GPS and Geofencing, letting you **reliably measure delivery performance.**

_MP_OT 795733_22-POL
RMP TRANS

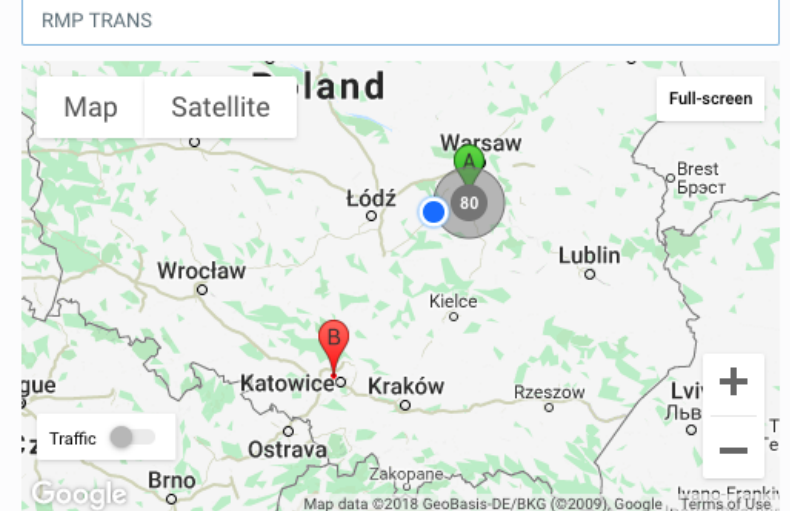
Fri 23rd Nov Mechanism Poland (05600)
Fri 23rd Nov Scholer Poland (41909)

Estimated time of arrival
11/23 - 8:47 PM
-0:42 | 231 km



Loading
7 pallets (80x120), 0 kg
Itinerary
273 km (indicative)

My fleet Chartering



A - Mechanism Poland
Address
4 Spółdzielcza, Grójec (05600)
Loading slot
Friday, November 23, 2018 3:30 PM
Friday, November 23, 2018 3:30 PM

B - Scholer Poland
Address
5 Ostatnia, Bytom (41909)
Delivery time slot
Friday, November 23, 2018 9:30 PM



SHIPPEO'S APPROACH TO PREDICTIVE AND REAL-TIME VISIBILITY



Collect real-time information from all data sources



Quickly and accurately identify exceptions



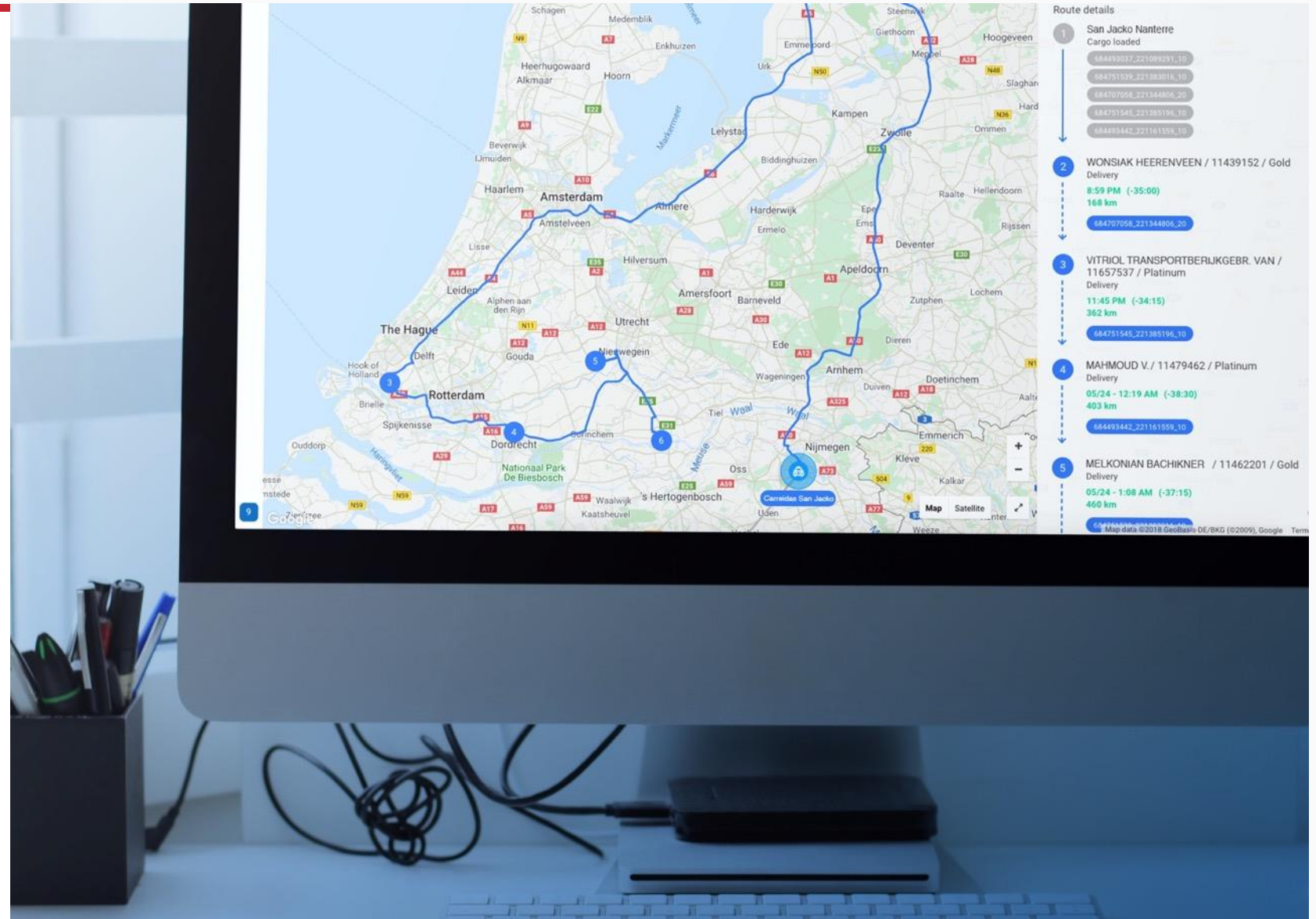
Proactively communicate with end-customers



Reliably measure and improve your delivery performance

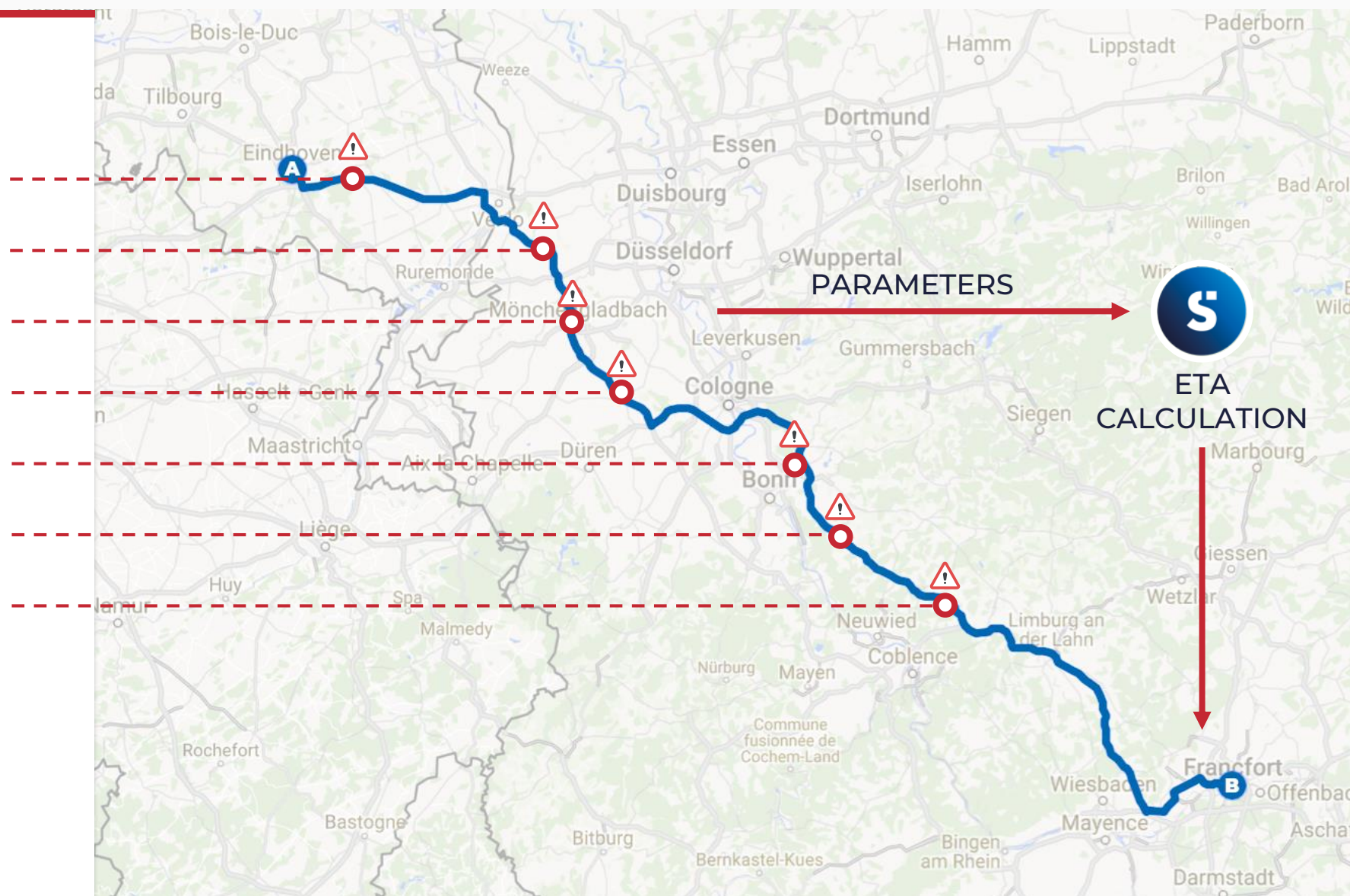


Accurately **anticipate** exceptions with Shippeo's **machine-learning**, proprietary **ETA algorithm**



- **2 hours** loading time
- Mandatory **driver break**
- Road **closure**
- Traffic **accident**
- 70km/hour **speed limit**
- **Traffic jam**
- Bad **weather**

... and other parameters





SHIPPEO'S APPROACH TO PREDICTIVE AND REAL-TIME VISIBILITY



Collect real-time information from all data sources



Quickly and accurately **identify exceptions**



Proactively communicate with end-customers



Reliably measure and **improve your** delivery performance



PROACTIVELY COMMUNICATE WITH END-CUSTOMERS AND YOUR TEAM USING SHIPPEO'S NOTIFICATIONS



EMAIL



SMS



IN-PORTAL













SHAREABLE
SINGLE-ORDER
LINK



PROACTIVE COMMUNICATIONS: SHAREABLE SINGLE-ORDER LINK

Easily share delivery information about an order with others, even when they don't have access to Shippeo.

Loading	Delivery	Status	ETA	Resource	
On site 11/23 - 3:08 PM (-0:22) Mechanism Poland (05600)	Planned 11/23 - 9:30 PM Scholer Poland (41909)	Towards delivery site	11/23 - 8:20 PM -1:10 247 km		 
On site 11/23 - 4:03 PM (+0:34) Wevelgem Belgium (8560)	Planned 11/23 - 8:30 PM Plasti Amiens (80080)	Towards delivery site	11/23 - 7:23 PM -1:06 181 km		
On site 11/23 - 3:00 PM (-0:30) Brose Coburg Germany (96450)	Planned 11/24 - 1:30 AM Neubourg Germany (86633)	Towards delivery site	11/23 - 5:40 PM -7:45 61 km		
On site 11/23 - 3:08 PM (-0:22) Plasti Amiens (80080)	Planned 11/23 - 11:30 PM Valladolid Spain (47009)	Towards delivery site	11/24 - 9:52 AM +10:30 1194 km		 
On site 11/23 - 4:03 PM (+0:34) Wevelgem Belgium (8560)	Planned 11/23 - 11:30 PM Valladolid Spain (47009)	Towards delivery site	11/24 - 1:42 PM +14:15 1463 km		 
On site 11/23 - 3:06 PM (-0:24) Valladolid Spain (47009)	Planned 11/23 - 9:30 PM Plasti Amiens (80080)	Towards delivery site	11/24 - 4:49 AM +7:30 841 km		 
On site 11/23 - 4:03 PM (+0:34) Wevelgem Belgium (8560)	Planned 11/23 - 4:30 PM Plasti Amiens (80080)	Towards delivery site	11/23 - 7:12 PM +2:45 168 km		 

- Duplicate order
- Modify order
- Cancel order
- Export
- Copy public link**

1 - 7 out of 7 1 Export

1 - 7 out of 7 1



The shareable single-order link is a simple and efficient method to **share information on delivery with all of your customers**

100% Mobile friendly

Enables White Labelling

Highlights delivery status

Order tracking

AGR13402 On time
Tour : 000984629

Scheduled delivery slot

22/10 - 2:30 / 3:00 PM
(EE, UTC+03)

ETA

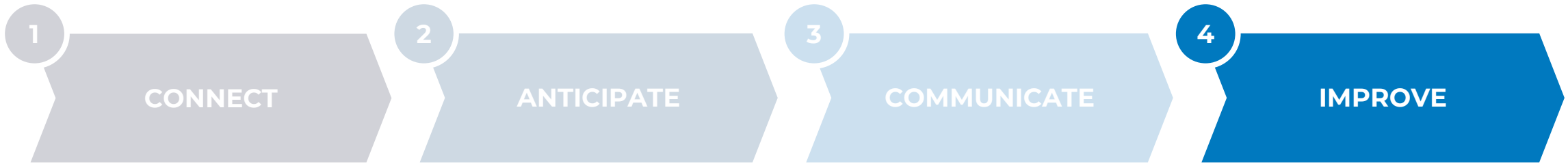
22/10 - 3:30 PM
(EE, UTC+03)

Historic		Details	
DATE	DESCRIPTION	Icon	DESCRIPTION
22/10 - 7:19 AM <small>(EE, UTC+03)</small>	The truck is on its way to the delivery site.		LOADING : ESTONIA SE <small>Friday, October 19, 2018 2:31 PM (EE, UTC+03)</small>
19/10 - 3:51 PM <small>(EE, UTC+03)</small>	The truck has been loaded		DELIVERY : AUTOPART DISTRIBUTION CENTRE <small>Friday, October 22, 2018 2:30 PM (EE, UTC+03)</small>
17/10 - 3:51 PM <small>(EE, UTC+03)</small>	The truck is on its way to the loading site.		GOODS : 10 pallets (80x120)
			CARRIER : QOTEK TRANS
			ITINERARY : 577 km (Remaining : 22 km)
			CLIENT REFERENCE : 320973HZNHVGGEY

Please contact our customer service [here](#)



SHIPPEO'S APPROACH TO PREDICTIVE AND REAL-TIME VISIBILITY



Collect real-time **information** from all data sources



Quickly and accurately **identify exceptions**



Proactively communicate with end-customers



Reliably measure and **improve your** delivery **performance**

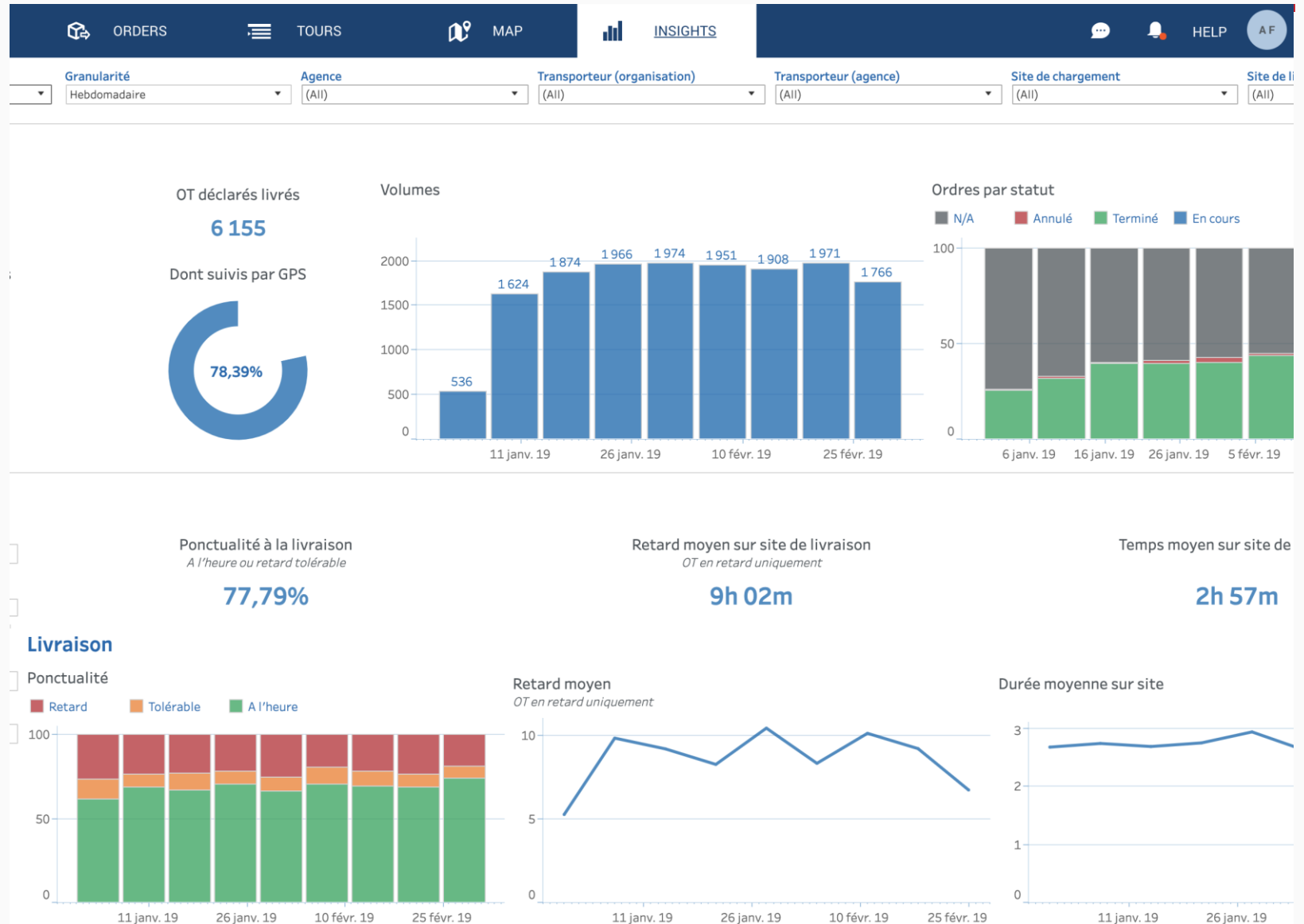


SHIPPEO INSIGHTS

Make better, data-driven decisions

Gain insight into your transportation operations with Shippeo Insights:

- Advanced reports and dashboard
- Available in all platform languages





Reduce on-site operations from 110min down to 60min



Eliminate dwell times and detention charges



1. Tracking of the truck by **SHIPPEO**

Shippeo sends the following information to the check-in terminal:

- ETA
- License plate
- Driver name
- Shipment number

2. Management of the entry gate by **STACKR**

Priority lanes ("free flow") are managed through the FastTrack solution:

- Automatic verification of pre-filled information (shipment number, date and time slot)

3. Gate opening and docking of the trailer

Shippeo and Stackr data are cross-referenced in order to:

- Open the gate when the license plate is scanned
- Reduce waiting times
- Assign docks dynamically

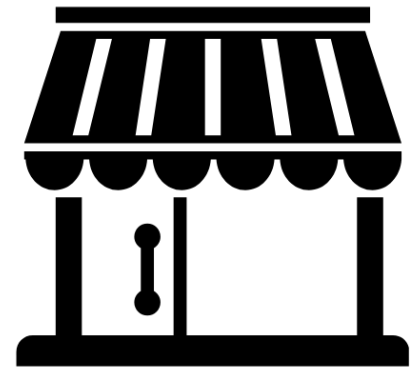
SHIPPEO

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SHIPPED

CASE #1 : RETAIL





RETAIL USECASE : SHIPPEO DEPLOYED ALL THE CARRIERS OF A MAJOR DIY COMPANY AT A RATE OF 5 ONBOARDINGS PER WEEK

SCOPE

- 100% of the scope have been onboarded

141
onboarded carriers



REAL TIME

- 80% of the carrier are sending live GPS position

111
carriers in real-time



INFORMATION ON DELIVERY

- 100% of the orders contain information about delivery

11 000
TOs per month



SHIPPEO USERS

- Shippeo is used as an everyday tool by the transport department and has become the only channel of communication with carriers:

25
daily users



CUSTOMER PORTAL

- End customers have direct visibility on their deliveries through the customer portal.

1000
logs a week



API DEVELOPED

- Shippeo developed connections to software editors in order to insure the success of the project.

23
connections developed





RETAIL CASE: TRACKING OF OUTBOUND DELIVERIES FOR A MANUFACTURER OF BUILDING MATERIALS IN FRANCE (1/2)

Annual sales in scope	3 30m€
Annual savings with Shippeo	0.9 m€ (0.27% of sales)

SCOPE AND CONTEXT



Shippeo was used to track 2000 outbound flows per week in France, handled by 40 carriers. The visibility portals were implemented for 500+ client stores

SOLUTION

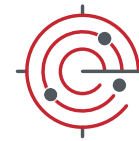


Shippeo implemented and used by internal customer service teams, engaged 4PL teams, and end-customers to gain visibility of transportation operations.

More than 500 customer portals were deployed for wholesalers. More than 10 000 key users, from different selling points, were configured to get SMS alerts of sharing fleet status (ETA and real-time position)

KEY BENEFITS

1 0.4 – 0,8 m€ Reduced penalties



Having real-time visibility helped **decrease customer penalties** which were related to late arrivals without any prior notification

Penalties imposed to our client amounted to **0,5% of total sales**. Shippeo reduced these penalties by **25 - 50%** (depending on customer).

- Objective delivery times allow for better control of penalties
- Customer receiving alerts several hours before a delay occurs helps limit the penalties imposed, especially if the customer manages to reorganize logistics resources
- Accurate measurement of carriers' performance allows cost-quality trade-offs: calculation of a bonus or penalty linked to the quality of service, selection of the best providers for critical deliveries



Annual sales in scope

3 30m€

Annual savings with Shippeo

0.9 m€
(0.27% of sales)

KEY BENEFITS

2 >0,13 m€ Improved transportation team efficiency



Increased the transportation team's efficiency by 15%

- Transportation team of 12 FTEs increased working efficiency by 15%, by reducing or eliminating manual tasks (conveying delivery information via emails or phone calls)
- Cost savings assume an FTE cost of 75k€/year = 135k€

3 >0,15€ Decreased administrative costs

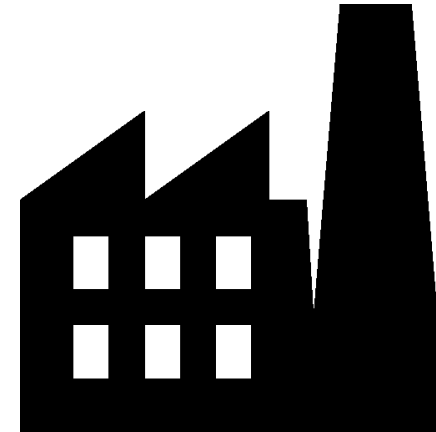


Decreased administrative costs by 25%, related to disputes of late arrivals or quality of products delivered

- Shippeo used to quickly detect disputes and accelerate the dispute management process
- Dated photos taken by carriers decreased administrative costs by 10 - 40% (depending on the type of dispute)
- 2500 disputes per year, each with a cost of 240€ = Estimated benefit of 150k€

SHIPPΞO

CASE #2 : INDUSTRY





INDUSTRIAL USECASE : AUTOMOTIVE PARTS PRODUCER – PAN-EUROPEAN DEPLOYMENT TO OVER 48 FACTORIES AND +60 CARRIERS

SCOPE

- 95% of the scope have been onboarded

57

onboarded carriers (incl. 30 subc.)



REAL TIME

- 80% of the carriers and subcontractors are sending live GPS position

51

carriers in real-time



INFORMATION ON DELIVERY

- 100% of the orders contain information about delivery

7 000

TOs per month



SHIPPEO USERS

- Shippeo is used as an everyday tool by the transport department and has become the only channel of communication with carriers:

80

weekly users



WAREHOUSE PORTAL

- Deploying warehouse visibility across all plants, warehouses and cross-docks

148

proactive alerts send in W14



API DEVELOPED

- Shippeo developed connections to software editors in order to ensure the success of the project.

5

connections developed





INDUSTRY CASE: TRACKING OF INBOUND DELIVERIES THROUGHOUT EUROPE FOR A GLOBAL MANUFACTURER OF AUTOMOTIVE PARTS (1/2)

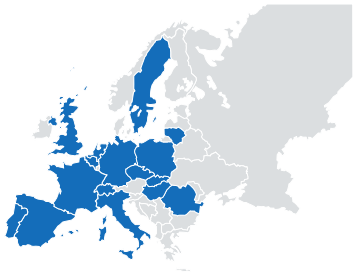
Annual sales in scope

2 800m€

Annual savings with Shippeo

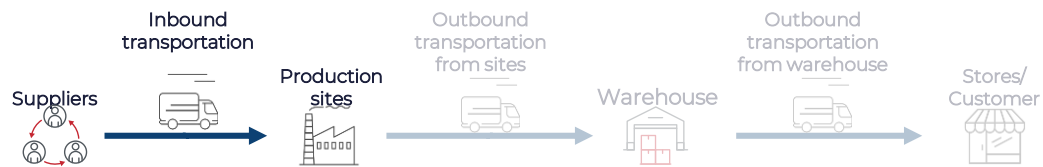
1.9 m€
(0.07% of sales)

SCOPE AND CONTEXT



Client chose Shippeo to streamline logistics operations. Challenges included carriers reluctant to change, lack of resources, basic tech expertise in Eastern Europe, uncooperative TMS provider, manual processes, and more.

SOLUTION

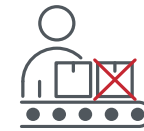


Orders are planned by the TS (traffic schedulers). They are then sent to Shippeo and the respective carriers (so they can pair the orders) via the client's TMS.

Traffic schedulers use Shippeo to work proactively and avoid manually verifying each carrier / order. ETA information of each delivery is sent to each production plant's e-receiving boards.

KEY BENEFITS

1 >0.5 m€ Reduced emergency /expedited delivery costs



Late deliveries can cause production line halts, which cost ~1000€/min. Shippeo allows the client to identify delays and at-risk stock well in advance, enabling them to plan cost-efficient actions:

- Client can source critical parts from other suppliers
- Client can order emergency road deliveries instead of costly air deliveries.

2 >0,3 m€ Increased team productivity



Having instant access to all delivery information has allowed to client to be more productive and **reduce the workload of the supply chain team (40 FTEs) by 15%.**

Estimated benefit of this time saving was calculated taking into consideration **50k€ as annual cost per FTE.**



INDUSTRY CASE : TRACKING OF INBOUND DELIVERIES THROUGHOUT EUROPE FOR A GLOBAL MANUFACTURER OF AUTOMOTIVE PARTS (1/2)

Annual sales in scope	2 800m€
Annual savings with Shippeo	1.9 m€ (0.07% of sales)

KEY BENEFITS

3 >1.1 m€ Improved warehouse utilisation and yard management



Having instant access to real-time status and ETAs for each delivery has improved warehouse utilisation by 2-7% (500FTEs at 49 sites) and allowed a better yard management = 500 – 1750k€

- Client dynamically plans inbound and outbound shipments (ie.- if an outbound truck is supposed to leave at 17:00, but the incoming one is late, they can use Shippeo to see whether it is worth waiting)
- Enable staff to dynamically allocate docks

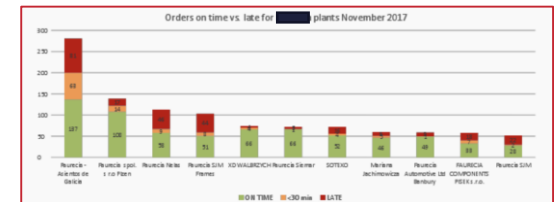
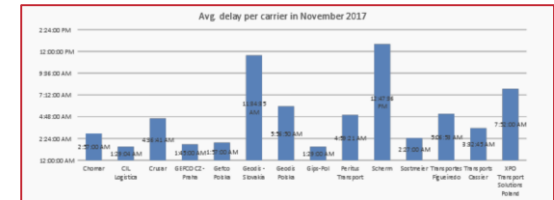


4 Long term/intangible benefits (Not estimated)

Increased carrier and supply chain performance



- Client uses Shippeo's data to review the performance of each carrier
- Client uses the data to analyse which flows are usually early vs. late
- Client can now objectively analyse logistic operations at each production plant and use this data to improve inbound flows and foster a continuous improvement culture





OVERALL BENEFITS OF SHIPPEO'S SOLUTION

PROFIT GAINS OBSERVED BY SHIPPEO'S CLIENTS : **0.2 – 0.5% OF TOTAL SALES REVENUE**

1-2%

INCREASE IN SALES

Increased sales thanks to better customer satisfaction and improved OSA

Mitigate ruptures in advance leading to increased NPS



5-15%

INCREASE IN EFFICIENCY

Better warehouse management thanks to an accurate predicted ETA

Reduced safety stocks



10-20%

DECREASE IN ADMINISTRATIVE COSTS

Decrease in non-value added activities (ie.- communications via email / telephone)



20-50%

DECREASE IN PENALTIES

Easier dispute management & reduction in unjust carrier (related to dwell times) and retail penalties thanks to real-time geofencing data



2-5%

DECREASE IN FREIGHT COST

Ability to negotiate better carrier prices due to multiple transferred benefits that Shippeo poses to carriers (Shippeo is free for carriers)



INTANGIBLE BENEFITS

Increased existing customer loyalty

Improved new business development

Reduced frustrations among operational teams

Better carrier relationship management

QUESTIONS?

SHIPPEO

FRANCE

48 rue René Clair
75018 Paris
+33 (0)1 82 83 61 99

ITALY

Via Giovanni Durando 39
20158 Milano
+39 02 9177 3000

GERMANY

Erkrather Strasse 401
40231 Düsseldorf
+49 176 240 666 30

NETHERLANDS

Evert van de Beekstraat
104. 1118CN, Schiphol
+31 20 799 16 19

SPAIN

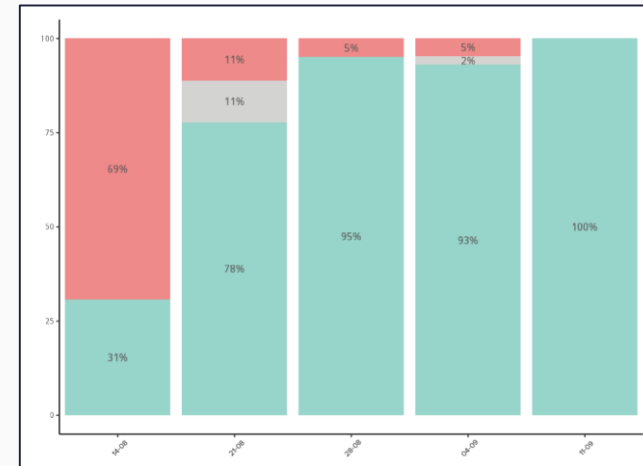
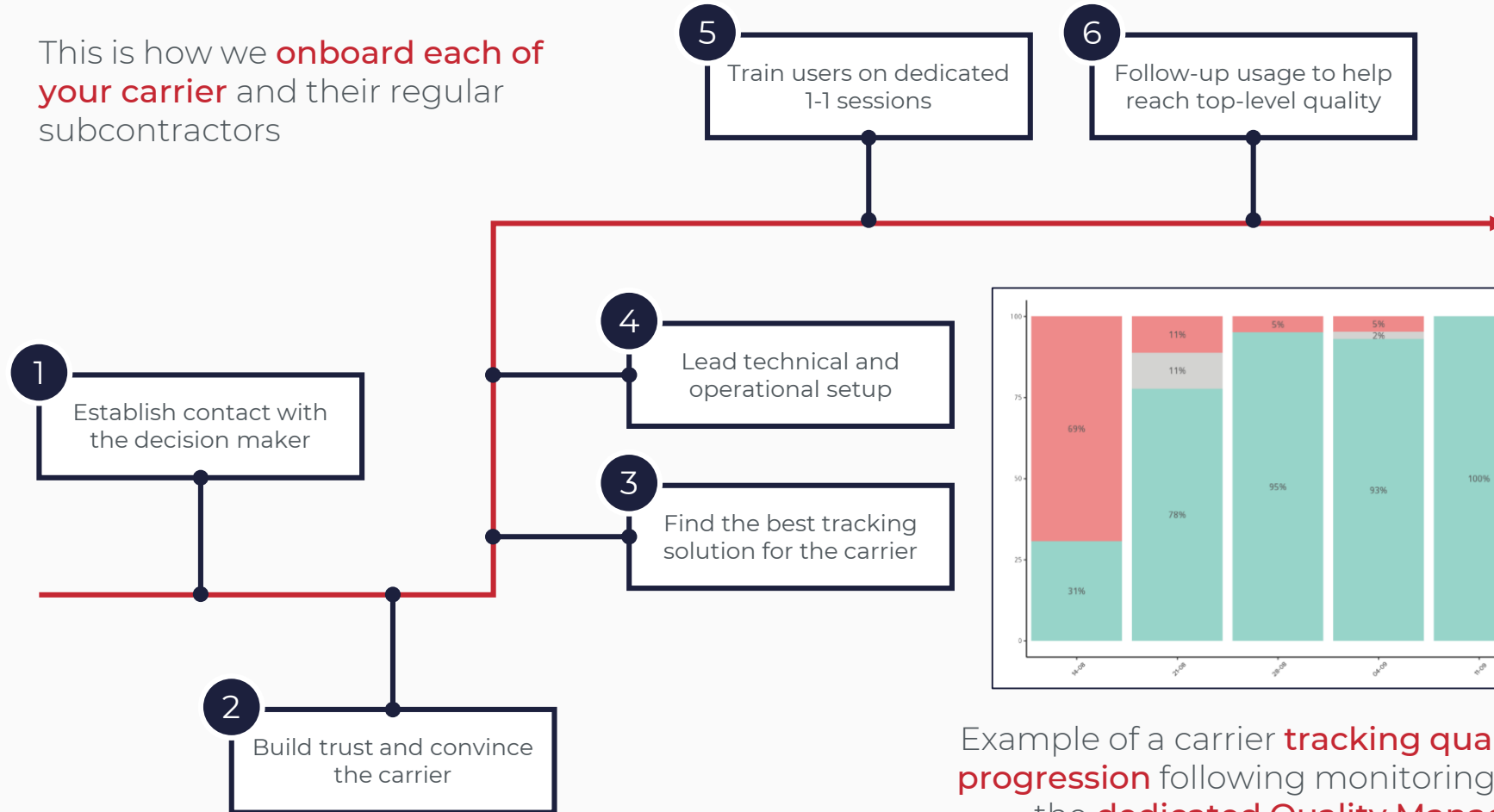
Paseo de la Castellana 79
28046, Madrid
+34 91 79 16 625

UK

300 High Holborn
WC1V 7JH, London
+44 20 7092 3438

S ONBOARDING CARRIERS IN EUROPE TAKES TIME AND EXPERTISE

This is how we **onboard each of your carrier** and their regular subcontractors



Example of a carrier **tracking quality progression** following monitoring by the **dedicated Quality Manager**

